



## MEDIA ADVISORY

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**Buckle up for biscuits!**  
**McDonald's teams with KYTC, local enforcement**  
*'Click It or Ticket' aimed at raising Kentucky's low national ranking*

FRANKFORT, Ky. (May 14, 2008) – To kick off the annual Click It or Ticket campaign, law enforcement will be waiting to meet you - at area McDonald's drive thrus. Not to issue tickets, but to provide information about the importance of buckling up, and coupons (for those properly buckled). It's all part of the effort to encourage the use of seat belts.

Despite a wealth of data showing that seat belts save lives – and also despite implementation of a primary seat belt law – Kentucky remains near the bottom nationally in seat belt usage rates, at 72 percent. Mobilizations and various activities throughout the state will attempt to change that as officers buckle down on those not buckled up. The Click It or Ticket enforcement campaign runs May 19 – June 1.

**WHO:** Kentucky Transportation Cabinet, law enforcement, McDonald's

**WHAT:** Click It Or Ticket Campaign Kick-off

**WHEN:** Monday, May 19, 11 a.m. – 1 p.m.

**WHERE:** Area McDonald's (see list below)

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